DERWENT-ACC-NO: 2002-390737

DERWENT-WEEK: 200242

TITLE: Complex filtering device and method for database
                marketing in electronic commercial transaction

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PATENT-FAMILY:

PUB-NO	PUB-DATE	LANGUAGE	PAGES	MAIN-IPC
KR 2001111913 A	December 20, 2001	N/A	001	G06F 017/60

APPLICATION-DATA:

PUB-NO	APPL-DESCRIPTOR	APPL-NO	APPL-DATE
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ABSTRACTED-PUB-NO: KR2001111913A

BASIC-ABSTRACT:

NOVELTY - A complex filtering device and a method for database marketing in
electronic commercial transaction are provided to recommend items for customers
by accumulating and analyzing various individual information(age, sex, hobby,
personality and so on) and past purchase information generated on web.

DETAILED DESCRIPTION - A complex filtering device for database marketing in
electronic commercial transaction consists of a HTML(hypertext markup
language)(10), a merchant server(12), a front module(14), a database(16), a
hybrid filtering(22), a connection manager(24), a client(26), a contents
producer(28) and a mail agent(30). The HTML(10) displays item box(goods and
service information) of web site selected by the customer. If the customer
clicks the item box, the merchant server(12) displays goods and service
information to the customer in detail, or provides recommended item to the
customer. The front module(14) collects data for recommend items fit to taste
of the customer among items provided by the merchant server(12). The
database(16) accumulates and analyzes data collected by the front module(14),
and processes data as database fitting preference of the customer. The hybrid
filtering(22) applies collaborative filtering(18) and content-based
filtering(20) algorithm to data outputted from the front module(14) and the
database(16), and provides items according to preference of each customer. The
connection manager(24) manages operation state of the hybrid filtering(22).
The connection manager(24) manages the client(26).

CHOSEN-DRAWING: Dwg.1/10

TITLE-TERMS: COMPLEX FILTER DEVICE METHOD DATABASE MARKET ELECTRONIC COMMERCIAL
        TRANSACTION

DERWENT-CLASS: T01

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